

Message Text

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PAGE 01 FRANKF 07638 190836Z

20

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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R 190746Z NOV 75

FM AMCONSUL FRANKFURT

TO USDOC WASHDC

INFO SECSTATE WASHDC 2052

AMEMBASSY

AMCONSUL BREMEN

AMCONSUL DUSSELDORF

AMCONSUL HAMBURG

AMCONSUL MUNICH

AMCONSUL STUTTGART

USMISSION USBERLIN

UNCLAS FRANKFURT 7638

COMMERCE FOR HEISER - BIC 226

E.O. 11652:N/A

TAGS: BEXP, GW

SUBJ: INDUSTRIAL PROCESS CONTROLS

1. INDUSTRIAL PROCESS

2. US TRADE CENTER, FRANKFURT/MAIN, NOVEMBER 11 -14, 1975

3. 32 0-458:80-,5 43043 3,58,& 48 EXHIBITORS

4. \$1,552,500.00

5. \$9,392,000.00

A) \$6,512,000.00

B) \$2,880,000.00

6. 23

7. 0

8. 29

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9. N/A

10. 557

11. NEW PORT LABORATORIES (NTM)

WITH REPRESENTATION IN THE NETHERLANDS CONCLUDED THE EXHIBITION WITH \$1,5 MILLION IN OFF-THE-FLOOR SALES AND A PROJECTED \$2,5 MILLION IN SALES FOR THE COMING YEAR. RAY LAWSON, EUROPEAN SALES MANAGER FOR NEWPORT, HAD 3 SALES PLACED BY EASTERN EUROPE BUYERS DURING THE EXHIBITION. LAWSON INDICATED THAT ACTUAL AND INCREMENTAL SALES WERE "ABOUT FOUR TIMES BETTER THAN WE HAD EXPECTED; A VERY GOOD SHOW AS IN NORMAL WITH THE US TRADE CENTERS" (FOR PUBLICATION EXCEPT FOR REF. TO EASTERN EUROPEAN SALES)

DATEL SYSTEMS (NTM)

DR. HANS HERZ, NEWLY APPOINTED GENERAL MANAGER IN EURIPE FOR DATEL SYSTEMS SAID THERE WAS "TREMENDOUS INTEREST IN THE COMPANIES DATA RECOGNITION SYSTEMS AND CONVERTER PRODUCTS." WE HAD 100 SALES LEADS DURING THIS BRIEF SHOW AND EXPECT TO SELL OVER \$1,1 MILLION OF OUR PRODUCTS HERE IN EUROPE THIS COMING YEAR. WE WANT TO COMMEND THE STAFF OF THE USTC, FRANKFURT FOR A WELL PROMOTED AND WELL PREPARED SHOW."

PICKERING AND COMPANY (NTE)

EXPECTED TO SIGN UP TO THREE SALES AGENTS FOR EUROPE DURING 1976 AND DEVELOPED 20 SALES LEADS IN FIVE EUROPEAN COUNTRIES WITH SALES PROJECTED AT \$200,000.00. LEHMANN

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